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Research Report

Newspaper Advertising Bureau, Inc. 1180 Avenue of the Americas, New York, New York 10036

THE READERSHIP OF

NEWSPAPER PAGES AND SECTIONS:

Demographic Segments

SMRB SMM - 1985

This is one of a series of marketing research reports prepared by the Newspaper Advertising Bureau, Inc., as a service to the newspaper business and its advertisers. These reports are designed to promote the efficient use of the newspaper medium for the advertising and marketing needs of individual companies.

February 1986

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INTRODUCTORY NOTE

Measures of media exposure vary with the method of measurement used, whether the medium in question is print or broadcast. For this reason, everyone who uses media exposure figures should understand exactly how the data are collected.

The figures in this report are from the 1985 Simmons Study of Media and Markets. They were obtained in personal interviews with a multi-stage area probability sample of more than 19,000 adults. Every respondent who reported reading one or more daily newspapers within the past seven days was asked:

> "When you read or look into (NAME NEWSPAPER), do you generally read or look at every page of the entire newspaper, or do you tend to read or look at only some pages or sections?"

Those who say that they read or look at "only some pages or sections" were shown a card listing ten categories of content carried by the great majority of daily newspapers, as shown in the tables following, and asked:

> "Which of the numbers on this card describe the pages or sections in (NAME NEWSPAPER) you generally read or look at?"

The most important finding emerging from this approach is that more than six out of ten adult readers (64%)[1] indicate that they usually see every page of the newspaper they read. This does not mean that they read

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1) Research by Audits & Surveys, Inc. (1982) reported that 67% of adult readers go through the paper "page by page".

every item, but since the human eye is a very efficient scanning device, they have the opportunity to be exposed to any editorial or advertising content appearing in the issue.

In a 1982 study conducted by Audits & Surveys, Inc., a nationwide sample of adults was taken through sampled pages of newspapers read on the day before the interview. Findings from the A&S study suggest that the SMRB figures in the present report are roughly equivalent to "page opening". Overall, A&S estimated average page opening at 77%--that is, the average page (or spread) in a daily newspaper is opened by 77% of all those reading the issue.

For the minority who were directly questioned by SMRB's interviewers about specific kinds of content, the figures obtained represent a more rigorous measure of "readership". Those who wish to estimate how these more selective readers respond to particular kinds of content can do so by subtracting the percentage shown for "usually read every page" and then dividing by "read certain pages or sections".

EXAMPLE: In the first column of Table 1, the figure shown for "business, finance" is 78%. Subtracting the 64% who usually read every page leaves a remainder of 14%. Dividing this by the 36% who read only certain pages or sections yields 39%, the proportion of those specifically asked about "business, finance" who say that they usually read that page or section. The proportions for selective male (43%) and female (35%) readers indicate a larger difference between the sexes than the overall "readership" or "page opening" figure suggests.

Within any given demographic segment the figures shown in these tables may reasonably be assumed to show the relative level of interest in a specific kind of content. However, any differences found between demographic segments should be interpreted with caution, because the major factor in most of these differences is the percentage who report reading every page. For example, Table 2 might appear to suggest that adults who are 65 or older are just as interested in "entertainment" pages as young adults between 18 and 24. This is only because older readers are more likely to report reading every page.

The fairly constant level of page opening for "entertainment" content shown in these SMRB tables might be contrasted with one of the results of a card-sorting game in the 1982 A&S research. The 25 cards used included 21 kinds of editorial content and four kinds of ads. In response to this part of the survey 89% of all newspaper readers between 18 and 24 indicate that they usually read "movie ads", as compared with only 24% of those who are 65 or older. This pattern of higher interest in movie ads among young adults is consistent with other research on movie attendance.

Although different approaches to measuring the elusive concept called "readership" may yield very different results, divergent findings can be equally valuable so long as the user understands exactly how those results were obtained and what they imply.

In Tables 17 through 19, the percentages shown for "usually read every page" reflect the fact that most of the dailies read in central cities tend to have more pages than those read in non-metropolitan areas. Large central city newspapers also have more specialized pages and sections that may be designed to appeal to fairly narrow audience segments. The Audits and Surveys study cited earlier indicates that the average central city reader may open to more pages than the average non-metropolitan reader has in his entire newspaper.

Table 1

Types of Daily Newspaper Pages or Sections Usually Read
(Total adult readers, by sex)

	Adults	Males	Females
Usually read every page	64%	65%	63%
Read certain pages or sections	36	35	37
Business, finance	78	80	76
Classified	78	78	78
Comics	77	76	78
Editorial page	78	77	79
Entertainment	81	78	84
Food, cooking	78	72	84
General news	92	91	93
Home furnishings, gardening	74	71	78
Sports	78	86	71
TV, radio listings	76	74	78
Projected base: Average weekday audience (in 000s)	(108,812)	(53,718)	(55,094)

Source: SMRB, 1985 Study of Media & Markets

Table 2

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by age)

	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 Yrs & Over
Usually read every page	54%	62%	63%	65%	69%	72%
Read certain pages or sections	46	38	37	35	31	28
Business, finance	68	76	78	80	82	83
Classified	74	79	76	79	80	80
Comics	73	76	76	76	80	82
Editorial page	65	75	78	80	84	85
Entertainment	79	80	79	81	83	84
Food, cooking	68	75	77	81	83	85
General news	86	91	92	93	95	95
Home furnishings, improvement	61	72	75	78	80	81
Sports	75	78	78	77	80	82
TV, radio listings	68	74	75	76	81	84
Projected base: Average Weekday Audience (in 000s)	(15,796)	(23,467)	(20,382)	(15,512)	(16,022)	(17,633)

Source: SMRB, 1985 Study of Media & Markets

Table 3

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by age)

	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	71 Yrs & Over
Usually read every page	54%	62%	65%	66%	71%	73%
Read certain pages or sections	46	38	35	34	29	27
Business, finance	69	77	81	83	85	87
Classified	73	77	77	80	81	82
Comics	71	74	76	76	80	83
Editorial page	65	73	78	79	83	87
Entertainment	75	76	76	78	80	81
Food, cooking	62	68	71	74	77	80
General news	84	90	91	93	95	95
Home furnishings, gardening	58	68	72	75	77	80
Sports	85	85	86	84	87	89
TV, radio listings	67	72	75	75	79	82
Projected base: Average weekday audience (in 000s)	(8,266)	(12,392)	(10,416)	(7,410)	(7,418)	(7,815)

Source: SMRB, 1985 Study of Media & Markets

Table 4

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by age)

	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 Yrs & Over
Usually read every page	54%	62%	61%	64%	68%	71%
Read certain pages or sections	46	38	39	36	32	29
Business, finance	67	75	74	77	79	81
Classified	75	80	76	79	80	79
Comics	75	79	75	76	81	83
Editorial page	66	77	79	80	84	84
Entertainment	82	85	82	84	85	85
Food, cooking	74	83	83	87	89	89
General news	88	93	93	93	94	94
Home furnishings, gardening	65	77	78	80	83	82
Sports	64	70	70	71	74	76
TV, radio listings	70	76	75	76	82	85
Projected base: Average weekday audience (in 000s)	(7,529)	(11,074)	(9,966)	(8,102)	(8,605)	(9,818)

Source: SMRB, 1985 Study of Media & Markets

Table 5

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by education)

	College Graduate	1-3 Yrs College	High School Graduate	Some High School or Less
Usually read every page	63%	61%	66%	66%
Read certain pages or sections	37	39	34	34
Business, finance	83	75	77	75
Classified	76	76	80	79
Comics	75	76	79	78
Editorial page	80	76	78	77
Entertainment	81	81	82	78
Food, cooking	77	75	80	78
General news	94	92	92	90
Home furnishings, gardening	74	73	76	75
Sports	78	78	79	78
TV, radio listings	74	74	78	79
Projected base: Average weekday audience (in 000s)	(22,455)	(20,709)	(44,227)	(21,422)

Source: SMRB, 1985 Study of Media & Markets

Table 6

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by education)

	College Graduate	1-3 Yrs College	High School Graduate	Some High School or Less
Usually read every page	64%	62%	66%	65%
Read certain pages or sections	36	38	34	35
Business, finance	86	77	79	76
Classified	76	76	80	79
Comics	74	75	78	76
Editorial page	80	74	77	77
Entertainment	78	77	79	76
Food, cooking	72	68	72	73
General news	93	92	90	89
Home furnishings, gardening	71	69	72	72
Sports	84	88	87	85
TV, radio listings	72	73	76	76
Projected base: Average weekday audience (in 000s)	(13,202)	(10,253)	(19,937)	(10,325)

Source: SMRB, 1985 Study of Media & Markets

Table 7

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by education)

	College Graduate	1-3 Yrs College	High School Graduate	Some High School or Less
Usually read every page	60%	59%	65%	66%
Read certain pages or sections	40	41	35	34
Business, finance	79	73	76	75
Classified	75	76	80	79
Comics	75	76	79	80
Editorial page	80	77	79	78
Entertainment	85	93	85	80
Food, cooking	83	82	86	83
General news	94	93	93	91
Home furnishings, gardening	77	76	79	77
Sports	69	69	72	72
TV, radio listings	72	74	79	82
Projected base: Average weekday audience (in 000s)	(9,253)	(10,456)	(24,290)	(11,095)

Source: SMRB, 1985 Study of Media & Markets

Table 8

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by household income)

	$40,000 & Over	$30,000-$39,999	$20,000-$29,999	$10,000 $19,999	Under $10,000
Usually read every page	62%	63%	63%	66%	67%
Read certain pages or sections	38	37	37	34	33
Business, finance	82	77	75	77	75
Classified	76	78	78	80	80
Comics	74	75	78	80	80
Editorial page	78	77	77	80	77
Entertainment	82	80	81	81	80
Food, cooking	78	77	77	79	80
General news	92	92	92	92	91
Home furnishings, gardening	74	73	74	76	76
Sports	79	78	77	79	78
TV, radio listings	73	75	76	79	79
Projected base: Average weekday audience (in 000s)	(29,938)	(18,560)	(22,579)	(24,042)	(13,693)

Source: SMRB, 1985 Study of Media & Markets

Table 9

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by household income)

	$40,000 & Over	$30,000-$39,999	$20,000-$29,999	$10,000-$19,999	Under $10,000
Usually read every page	64%	63%	64%	67%	66%
Read certain pages or sections	36	37	36	33	34
Business, finance	85	79	76	79	74
Classified	77	77	79	80	80
Comics	74	74	78	80	78
Editorial page	78	75	76	79	74
Entertainment	79	76	77	78	78
Food, cooking	71	70	71	74	73
General news	91	91	92	91	90
Home furnishings, gardening	71	69	71	73	72
Sports	86	85	86	87	86
TV, radio listings	73	73	75	78	75
Projected base: Average weekday audience (in 000s)	(16,754)	(9,646)	(10,996)	(11,415)	(4,907)

Source: SMRB, 1985 Study of Media & Markets

Table 10

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by household income)

	$40,000 & Over	$30,000-$39,999	$20,000-$29,999	$10,000-$19,999	Under $10,000
Usually read every page	60%	63%	63%	66%	67%
Read certain pages or sections	40	37	37	34	33
Business, finance	78	76	74	76	75
Classified	76	79	77	80	80
Comics	74	77	79	80	82
Editorial page	78	79	77	80	79
Entertainment	86	84	84	84	82
Food, cooking	86	84	83	84	83
General news	94	93	92	92	91
Home furnishings, gardening	79	78	77	77	78
Sports	70	69	69	72	73
TV, radio listings	73	77	78	80	81
Projected base: Average weekday audience (in 000s)	(13,184)	(8,914)	(11,583)	(12,627)	(8,786)

Source: SMRB, 1985 Study of Media & Markets

Table 11

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by employment status)

	Total Employed	Full Time	Part Time	Not Employed
Usually read every page	62%	63%	59%	67%
Read certain pages or sections	38	37	41	33
Business, finance	77	78	71	79
Classified	77	78	74	80
Comics	76	76	78	80
Editorial page	77	77	76	80
Entertainment	80	79	82	83
Food, cooking	75	75	78	82
General news	91	91	91	93
Home furnishings, gardening	73	73	72	78
Sports	79	80	72	78
TV, radio listings	74	74	74	79
Projected base: Average weekday audience (in 000s)	(67,795)	(59,090)	(8,706)	(41,017)

Source: SMRB, 1985 Study of Media & Markets

Table 12

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by employment status)

	Employed[a]	Not Employed
Usually read every page	63%	68%
Read certain pages or sections	37	32
Business, finance	79	81
Classified	77	80
Comics	75	79
Editorial page	76	80
Entertainment	77	79
Food, cooking	70	76
General news	91	92
Home furnishings, gardening	70	74
Sports	86	87
TV, radio listings	73	77
Projected base: Average weekday audience (in 000s)	(38,812)	(14,906)

Source: SMRB, 1985 Study of Media & Markets

a) "Full time" and "part time" breaks excluded because of small base for part-time workers.

Table 13

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by employment status)

	Total Employed	Full Time	Part Time	Not Employed
Usually read every page	61%	62%	59%	66%
Read certain pages or sections	39	38	41	34
Business, finance	75	76	70	77
Classified	77	78	74	80
Comics	77	76	78	80
Editorial page	77	77	76	80
Entertainment	83	83	85	85
Food, cooking	83	83	83	86
General news	92	93	92	93
Home furnishings, gardening	76	77	75	79
Sports	69	70	66	73
TV, radio listings	75	75	75	80
Projected base: Average weekday audience (in 000s)	(28,983)	(22,727)	(6,256)	(26,111)

Source: SMRB, 1985 Study of Media & Markets

Table 14

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by occupation)

	Professional, Manager	Technical, Clerical, Sales	Precision, Craft	Other Employed
Usually read every page	63%	62%	62%	63%
Read certain pages or sections	37	38	38	37
Business, finance	83	78	74	72
Classified	77	77	77	77
Comics	76	76	74	77
Editorial page	80	77	73	74
Entertainment	81	81	75	78
Food, cooking	77	77	70	74
General news	93	92	90	90
Home furnishings, gardening	74	74	69	71
Sports	79	76	85	79
TV, radio listings	73	75	74	75
Projected base: Average weekday audience (in 000s)	(20,265)	(21,825)	(7,856)	(17,849)

Source: SMRB, 1985 Study of Media & Markets

Table 15

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by occupation)

	Professional, Manager	Technical, Clerical Sales	Precision, Craft	Other Employed
Usually read every page	65%	63%	62%	63%
Read certain pages or sections	35	37	38	37
Business, finance	85	81	74	74
Classified	78	75	77	78
Comics	75	75	74	77
Editorial page	80	76	72	74
Entertainment	79	77	75	76
Food, cooking	72	69	69	70
General news	93	91	90	88
Home furnishings, gardening	71	70	68	70
Sports	85	87	86	86
TV, radio listings	73	72	73	75
Projected base: Average weekday audience (in 000s)	(12,290)	(8,419)	(7,325)	(10,778)

Source: SMRB, 1985 Study of Media & Markets

Table 16

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by occupation)

	Professional, Manager	Technical, Clerical, Sales	Other Employed
Usually read every page	61%	61%	61%
Read certain pages or sections	39	39	39
Business, finance	78	75	69
Classified	77	78	75
Comics	77	77	76
Editorial page	81	77	74
Entertainment	85	83	81
Food, cooking	84	83	81
General news	93	93	91
Home furnishings, gardening	79	76	73
Sports	70	69	69
TV, radio listings	74	76	75
Projected base: Average weekday audience (in 000s)	(7,975)	(13,406)	(7,603)

Source: SMRB, 1985 Study of Media & Markets

Table 17

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by marital status)

	Single	Married	Widowed, Divorced, Separated
Usually read every page	56%	66%	66%
Read certain pages or sections	44	34	34
Business, finance	72	80	78
Classified	75	79	79
Comics	74	78	79
Editorial page	69	80	80
Entertainment	79	81	82
Food, cooking	70	80	81
General news	88	93	92
Home furnishings, gardening	64	77	76
Sports	77	80	76
TV, radio listings	70	77	79
Projected base: Average weekday audience (in 000s)	(21,904)	(70,051)	(16,858)

Source: SMRB, 1985 Study of Media & Markets

Table 18

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by marital status)

	Single	Married	Widowed, Divorced, Separated
Usually read every page	56%	67%	66%
Read certain pages or sections	44	33	34
Business, finance	72	83	78
Classified	73	80	79
Comics	72	78	77
Editorial page	68	80	78
Entertainment	76	78	77
Food, cooking	65	74	71
General news	86	93	93
Home furnishings, gardening	62	74	70
Sports	84	87	85
TV, radio listings	69	76	75
Projected base: Average weekday audience (in 000s)	(12,400)	(36,503)	(4,815)

Source: SMRB, 1985 Study of Media & Markets

Table 19

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by marital status)

	Single	Married	Widowed, Divorced, Separated
Usually read every page	57%	65%	66%
Read certain pages or sections	43	35	34
Business, finance	72	77	78
Classified	76	78	79
Comics	76	78	80
Editorial page	70	80	81
Entertainment	83	84	84
Food, cooking	77	86	85
General news	91	93	92
Home furnishings, gardening	68	80	78
Sports	67	71	73
TV, radio listings	71	78	81
Projected base: Average weekday audience (in 000s)	(9,504)	(33,548)	(12,042)

Source: SMRB, 1985 Study of Media & Markets

Table 20

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by number of people in household)

	One	Two	Three-Four	Five or More
Usually read every page	67%	68%	62%	59%
Read certain pages or sections	33	32	38	41
Business, finance	81	81	76	73
Classified	79	80	78	75
Comics	81	80	76	72
Editorial page	82	82	76	72
Entertainment	84	83	80	77
Food, cooking	82	81	76	73
General news	94	93	91	90
Home furnishings, gardening	78	78	73	71
Sports	79	81	77	77
TV, radio listings	81	79	74	71
Projected base: Average weekday audience (in 000s)	(12,056)	(35,027)	(44,166)	(17,562)

Source: SMRB, 1985 Study of Media & Markets

Table 21

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by number of people in household)

	One	Two	Three-Four	Five or More
Usually read every page	65%	69%	64%	59%
Read certain pages or sections	35	31	36	41
Business, finance	80	84	79	75
Classified	77	80	78	74
Comics	77	81	75	71
Editorial page	80	82	75	72
Entertainment	80	81	77	72
Food, cooking	73	76	71	65
General news	94	93	90	88
Home furnishings, gardening	71	76	70	66
Sports	85	88	85	84
TV, radio listings	76	78	74	69
Projected base: Average weekday audience (in 000s)	(4,560)	(17,452)	(22,675)	(9,032)

Source: SMRB, 1985 Study of Media & Markets

Table 22

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by number of people in household)

	One	Two	Three-Four	Five or More
Usually read every page	69%	67%	60%	60%
Read certain pages or sections	31	33	40	40
Business, finance	81	79	74	71
Classified	80	79	77	77
Comics	83	80	76	74
Editorial page	84	82	77	73
Entertainment	86	85	83	82
Food, cooking	88	86	82	81
General news	94	93	92	91
Home furnishings, gardening	81	80	76	76
Sports	75	73	68	68
TV, radio listings	83	81	75	74
Projected base: Average weekday audience (in 000s)	(7,496)	(17,576)	(21,492)	(8,530)

Source: SMRB, 1985 Study of Media & Markets

Table 23

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by locality type)

	Central City	Metro-Suburban	Non-Metropolitan
Usually read every page	61%	64%	69%
Read certain pages or sections	39	36	31
Business, finance	77	79	76
Classified	76	78	81
Comics	77	76	81
Editorial page	78	77	79
Entertainment	80	82	80
Food, cooking	76	79	79
General news	91	92	94
Home furnishings, gardening	73	74	78
Sports	78	78	80
TV, radio listings	75	75	79
Projected base: Average weekday audience (in 000s)	(34,830)	(52,107)	(21,875)

Source: SMRB, 1985 Study of Media & Markets

Table 24

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by locality type)

	Central City	Metro-Suburban	Non-Metropolitan
Usually read every page[a]	62%	65%	69%
Read certain pages or sections	38	35	31
Business, finance	79	81	77
Classified	76	79	81
Comics	76	75	81
Editorial page	77	77	78
Entertainment	77	78	77
Food, cooking	70	72	73
General news	90	91	92
Home furnishings, gardening	70	71	74
Sports	86	86	87
TV, radio listings	74	74	77
Projected base: Average weekday audience (in 000s)	(16,976)	(26,119)	(10,624)

Source: SMRB, 1985 Study of Media & Markets

a) See final paragraph of "Introductory Note".

Table 25

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by locality type)

	Central City	Metro-Suburban	Non-Metropolitan
Usually read every page	61%	63%	68%
Read certain pages or sections	39	37	32
Business, finance	75	77	75
Classified	76	78	81
Comics	77	77	82
Editorial page	78	78	80
Entertainment	82	86	83
Food, cooking	82	86	84
General news	91	93	95
Home furnishings, gardening	75	78	81
Sports	69	71	74
TV, radio listings	77	77	81
Projected base: Average weekday audience (in 000s)	(17,855)	(25,988)	(11,252)

Source: SMRB, 1985 Study of Media & Markets

Table 26

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by census region)

	Northeast	North Central	South	West
Usually read every page	78%	64%	58%	58%
Read certain pages or sections	22	36	42	42
Business, finance	87	75	76	72
Classified	87	75	79	69
Comics	89	76	72	73
Editorial page	89	76	73	73
Entertainment	89	79	79	76
Food, cooking	87	77	77	70
General news	93	92	90	94
Home furnishings, gardening	85	75	71	67
Sports	88	79	73	75
TV, radio listings	88	75	72	69
Projected base: Average weekday audience (in 000s)	(27,070)	(27,348)	(34,089)	(20,305)

Source: SMRB, 1985 Study of Media & Markets

Table 27

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by census region)

	Northeast	North Central	South	West
Usually read every page	79%	64%	58%	59%
Read certain pages or sections	21	36	42	41
Business, finance	89	78	77	74
Classified	87	75	79	70
Comics	89	76	70	71
Editorial page	89	75	72	72
Entertainment	88	74	77	71
Food, cooking	83	68	71	62
General news	93	91	88	93
Home furnishings, gardening	85	69	67	62
Sports	93	87	81	84
TV, radio listings	87	73	70	67
Projected base: Average weekday audience (in 000s)	(13,304)	(13,573)	(16,598)	(10,243)

Source: SMRB, 1985 Study of Media & Markets

Table 28

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by Census region)

	Northeast	North Central	South	West
Usually read every page	76%	63%	57%	57%
Read certain pages or sections	24	37	43	43
Business, finance	85	72	75	69
Classified	87	75	79	69
Comics	89	76	73	74
Editorial page	89	77	74	73
Entertainment	90	84	82	81
Food, cooking	91	86	82	77
General news	92	93	91	96
Home furnishings, gardening	84	80	74	72
Sports	82	70	65	66
TV, radio listings	89	76	74	71
Projected base: Average weekday audience (in 000s)	(13,766)	(13,776)	(17,491)	(10,061)

Source: SMRB, 1985 Study of Media & Markets